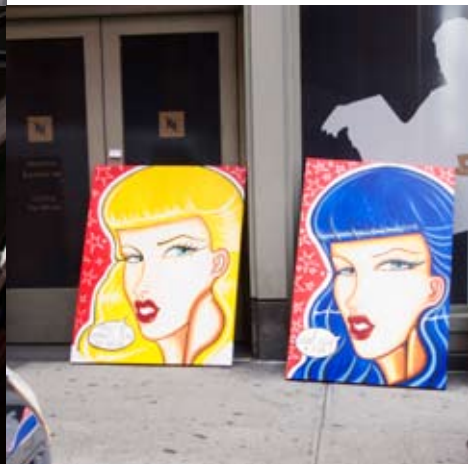


Big Apple Greeter welcomes you to New York!



Big Apple Greeter
New York City

www.bigapplegreeter.org



The Big Apple Greeter Guide to **Soho**

SOHO IS SYNONYMOUS WITH TREND-SETTING

art, high-end shopping, and the highest concentration of cast iron architecture in the world. Browsing is free in the many galleries (most are closed on Sunday and Monday). On weekends, streets are jammed with vendors, sidewalk artists and tourists. Wear black and don't think of going too early (most stores aren't open before 11:00) and you'll fit right in.

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Where is Soho?

“Soho” is shorthand for “South of Houston”, a Manhattan neighborhood that is indeed south of Houston Street (pronounced “HOW-stun” here), north of Canal Street, and between Lafayette Street on the east and the Hudson River on the west. It is bordered by Greenwich Village, Little Italy, Tribeca and Chinatown.

About Soho

Like many New York City neighborhoods, the history of Soho is marked by change. Slaves granted their freedom by the Dutch West India Company in 1644 formed the first Manhattan settlement of free blacks in the area. At the end of the 18th century, Soho became a fashionable residential neighborhood where upscale stores and businesses began to grow. In the early 1900s, fashionable businesses moved uptown and the area filled with sweatshops and factories. The next major change came in the 1960s, when artists moved to Soho in search of large

studio spaces at low rents. The artists were followed by galleries and boutiques, and soon by tourists. In the 1980s, real estate prices climbed and, ironically, many artists who reclaimed the area can no longer afford to live in Soho. In 1973, the Cast Iron District in Soho was designated an historic landmark. The protection under law was considered a great victory in landmark preservation.

It's Easy to Get to Soho:

M BY SUBWAY: **A, C** or **E** trains to Canal Street. **C** or **E** trains to Spring Street. **R, N** or **W** trains to Prince Street. **B, D, F** or **V** trains to Broadway-Lafayette. **6** train to Lafayette Street. **6, J, M, N, Q, R, W** or **Z** trains to Canal Street. **1** train to Houston or Canal Streets.

BY BUS: Bus lines that service Soho include the **M1, M5, M6, M20** and **M21**.

Things to See and Do in Soho

1 The **HAUGHWOUT BUILDING** at 488-492 Broadway at Broome Street is one of the most remarkable examples of cast iron building. Built in 1857 as an elegant store, the **HAUGHWOUT EMPORIUM**, their most famous customer was Mary Todd Lincoln who visited the store in 1861 to select custom-made china for the

White House. Other famous clients included the Czar of Russia, and the Imam of Muscat who purchased chandeliers to illuminate the royal harem. The famed building houses the world's first passenger elevator. The elevator was designed by Elisha Otis and is still in place and in working condition.

2 The **LITTLE SINGER BUILDING** at 561 Broadway near Prince Street was completed in 1904. Famed architect Ernest Flagg combined oversized windows, red brick, terra cotta panels, wrought iron balconies and cast iron ornaments to create one of the most striking buildings in New York. Since 1979, it has been a co-op with both residential and commercial spaces.



GREETER'S SECRET: The largest collection of cast iron buildings in New York can be found in Soho and adjacent Tribeca. Widely used as a building material before modern steel was developed, cast iron was valued for its strength, versatility, and reasonable price. Pieces were prefabricated from molds and builders were able to

incorporate elaborate ornamentation. Facades could be quickly erected, and damaged pieces could easily be replaced. Ground floors featured large, column-framed windows highlighting vast interiors; while upper floors were used for offices, storage, and manufacturing. In an age before electricity, cast iron allowed for large windows that admitted more light.



GREETER'S SECRET: The fire escapes on many Soho buildings were added after a 1915 New York City ordinance was instituted in response to fatal loft fires like the one at the Triangle Shirtwaist Factory in 1911.



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3 A QUINTESSENTIAL CAST IRON BUILDING can be found at 575 Broadway at Prince Street. Built in 1881 on the site of the Astor family’s original estate, the remarkable interior was designed by Dutch architect Rem Koolhaas. The giant wooden wave connecting the two levels makes it feel less like a store and more like an art installation about shopping and consumerism. Check out Prada’s changing rooms, built like two-way mirrors so the customer can see out, but, hopefully, can’t be seen.

4 Greene Street from Broome to Houston has what is considered the best concentration of cast iron architecture in the neighborhood. The **“KING OF GREENE STREET”** at 72-76 Greene Street was built in 1873 as a warehouse. It is actually two buildings, connected with a Corinthian portico stretching the whole five stories. Its sister building, the **“QUEEN OF GREENE STREET,”** at 28-30 Greene Street has Baroque style columns and arches.

5 THE SUBWAY MAP FLOATING ON A NEW YORK SIDEWALK is a 1986 artwork by Francoise Schein, embedded in the sidewalk in front of 110 Greene Street near Prince Street. The stylized subway map has north and south reversed.

6 Broome Street is another outstanding street for viewing cast iron architecture. Don’t miss the **CHENEY BUILDING** at 477 Broome Street between

Greene and Wooster Streets, built in 1872 as the headquarters for a large silk manufacturer, and the nearby **GUNTHER BUILDING** at 469 Broome Street built as a warehouse for a fur dealer in 1871.

7 Running along the length of West Broadway is where you’ll find well-established art galleries, high-end stores and lots of small boutiques. Stop by the elegant **SOHO GRAND HOTEL** at 310 West Broadway south of Grand Street, to look for celebrities at the bar.

8 Sullivan and Thompson Streets are charming byways lined with small shops and restaurants, some on the ground floors of traditional tenement buildings. Look for two beautifully preserved Federal-era houses at **83–85 SULLIVAN STREET** built in 1819, and **116 SULLIVAN STREET** built in 1832.

9  **THE NEW YORK CITY FIRE MUSEUM** at 278 Spring Street near Hudson Street is housed in a restored 1904 firehouse. The collection includes fire engines of various styles dating back to 1790 and all manner of equipment, tools, and clothing. There’s also a permanent September 11, 2001 memorial. See their website for hours and further information at <http://www.nycfiremuseum.org>.

10 THE CHILDREN’S MUSEUM OF THE ARTS at 182 Lafayette Street between Broome and Grand Streets has interactive exhibits geared towards children. See their website for hours and further information at <http://cmany.org/intro.php?pn=home>.

Shopping

11 For something distinctly different, check out **PEARL RIVER MART** at 477 Broadway between Grand and Broome Streets. This vast emporium of Chinese and other Asian goods offers traditional and modern clothing, housewares, gift items, a huge selection of teas and teapots, as well as toys and dolls. Make sure to take a look at their musical instrument and stationery departments.

12 **JOE’S DAIRY** at 156 Sullivan Street near Houston Street is one of the few remaining stores from when this was an Italian-American enclave. The mozzarella cheese, smoked on the premises, is delicious.




GREETER'S SECRET: A mural (faded and peeling) by artist Richard Haas, on the corner of Prince and Greene Streets, is painted to match the cast-iron front. Look for the real windows and the painted cat.




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13  **UNIQLO** at 546 Broadway between Spring and Prince Streets offers Japanese high fashion at reasonable prices in a 36,000 square foot store.


14 **KID ROBOT** at 126 Prince Street between Wooster Street and West Broadway is a sleek, ultra-modern store offering vinyl figures, both art collectibles and toys, designed by artists, many from Japan. Their t-shirts are popular with hipsters and teens.

When It's Time to Eat

15  **HOUSING WORKS USED BOOK CAFÉ** at 126 Crosby Street between Lafayette Street and Broadway is a cozy and inviting place to enjoy sandwiches and desserts, and all proceeds go to helping homeless New Yorkers living with HIV and AIDS. For a schedule of readings and other events, check their website at www.housingworks.org/usedbookcafe.

16  **KELLEY AND PING** at 127 Greene Street near Prince Street offers Asian cuisine in a casual loft setting with an open kitchen.

17  **BLUE RIBBON** at 97 Sullivan Street between Spring and Prince Streets offers an eclectic menu. The kitchen stays open late, so it's a favorite haunt of chefs from other restaurants.

18  **LUCKY STRIKE** at 59 Grand Street between Wooster Street and West Broadway is another late night hangout, with classic French food.

Culture

19 There are numerous galleries along West Broadway, Broadway, Spring and Prince Streets. For gallery offerings and related information, go to <http://www.artseensoho.com>. For something unique, visit the **NEW YORK EARTH ROOM** at 141 Wooster Street between Houston and Prince Streets on the 2nd floor. Learn more about this piece by visiting the website at <http://www.earthroom.org>.

20 Two movie theaters on the edge of Soho show unusual and independent foreign films and feature great popcorn. Make sure to visit one or both of the **FILM FORUM** at 209 West Houston

Street near Varick Street and the **ANGELIKA FILM CENTER** at 18 West Houston Street near Broadway. For featured films and show times, check out the websites at <http://www.filmforum.org> and <http://angelikafilmcenter.com>, respectively.

About Big Apple Greeter Founded in 1992, Big Apple Greeter's mission is to enhance New York City's worldwide image while enriching the city experience for its visitors. Connecting with business and leisure travelers from all over the US and the world, Greeters take visitors on informal, unscripted walks through one or more neighborhoods in any of the five boroughs, promote tourism throughout the city, and help visitors discover the ease of using public transportation. Over 300 volunteer Greeters speak collectively almost 25 languages and enjoy giving their time and energy back to their hometown. Since its founding, Big Apple Greeter—a free public service—has welcomed over 90,000 visitors and been featured in thousands of newspapers, magazines, and television and radio programs all over the world, reaching an audience of over one billion potential visitors to New York City. Big Apple Greeter is proud to partner with NYC & Company, the Metropolitan Transportation Authority and the Make-A-Wish Foundation® of Metro New York.

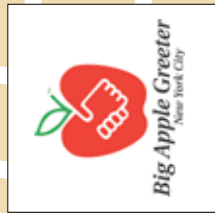


About the Global Greeter Network Big Apple Greeter is proud to be part of the Global Greeter Network, a voluntary association of welcoming programs around the world, all based on the Big Apple Greeter model: free and open to all visitors; offer greeter services as an individual or very small group experience (no more than 6 visitors); and are characterized by enthusiastic, local residents who love their home city, love to meet people from around the world, and volunteer to conduct these visits.

The Global Greeter Network currently spans seven countries on four continents and includes the following members: Cicero-nes de Buenos Aires in Argentina; Adelaide Greeters and Melbourne Greeter Service in Australia; Tap in TO! (Toronto) in Canada; Kent Greeters in Kent, England; Paris Greeter, Les Greeters de Nantes, Greeters62 (Pas-de-Calais), Lyon City Greeters and Marseille Provence Greeters in France; Den Haag Greeter in the Netherlands; Big Apple Greeter (New York City), Chicago Greeter, and Houston Greeters in the United States.

You may learn more about Big Apple Greeter and its many services on our website: www.bigapplegreeter.org or by emailing us at information@bigapplegreeter.org





Soho

